

Generating Leads With Autoplay Video Ads

Most web users are well-acquainted with autoplay; it's featured prominently on Facebook, Twitter, YouTube, and Instagram. Even in places like news websites and blogs, you've likely encountered videos that play automatically. Sometimes these videos aren't created by the sites themselves but are video ads businesses use to sell their products or services. Autoplay has become increasingly popular with business owners and website publishers over the years, but customers tend to [feel less than positive](#) toward it. Though some users may find autoplay a hinderance, it's still worth considering [when marketing your own business](#). This article will outline some reasons why.

What Is Lead Generation?

Lead generation is the process of building and sustaining user interest in your business's products or services; leads are the customers who interact with your business. This technique is primarily accomplished through digital marketing. Lead generation must adapt to the current technological era and to customers' necessities; when one marketing method becomes less popular, another that is more streamlined and adept at securing customers eventually replaces it. When adhering to search engine optimization (SEO) methods, using the current best marketing practices is a major way to draw in conversions and revenue.

How Does Autoplay Work?

Many autoplay ads show up on sites and social media platforms as pop-ups in the corner of the screen. Some businesses enable sound on their ads, while others don't. This is a matter of preference, though opting for autoplay ads that don't immediately play audio is a more agreeable choice for the customers' sake.

These ads can vary in length from a few seconds to a couple of minutes, but the goal is to keep them relatively short. Autoplay gains a viewer's attention, but a long video can quickly lose it again.

You can experiment with how your autoplay videos appear depending on which format your customers are most receptive to. You can have the ad disappear after the customer scrolls down the page or keep it static in the corner, so it remains in their line of sight. For ads with audio, you can choose between muting the audio once the customer scrolls away or keeping the audio going while they browse the site.

Why Should Autoplay Be Used for Ads?

Including videos on high-traffic pages—such as a site's homepage—is a good strategy for getting more eyes on your ad, but it doesn't work as effectively if customers aren't clicking on the video to watch it. This issue ends in a monetary loss for your business because you're paying for an ad with low engagement. By playing your videos automatically, you can more easily ensure visitors will view your content, which allows you to get the most from your investment. Even if site visitors only watch a few seconds of your video ad, this will still count as an engagement.

Benefits of Video Advertising

Whether your ads use autoplay or not, using videos in your ad campaign is an effective way to increase your engagement and conversion rate. Here are a few reasons to seriously consider beginning video production in your next ad campaign if your business has not already done so:

1. Offers Quick and Easy Marketing

For most people, watching a video requires less effort and concentration than sitting down and reading an article, blog post, or webpage. Many people respond well to supplementary visual aids [when learning a new concept](#), especially when the visual walks them step-by-step through the explanation. Content like infographics and videos are good for communicating information in a condensed format; this is an advantage when considering how many people [consume content while on the go](#) through their mobile phones or tablets.

2. Increases Time Spent on Your Site

People are more likely to pause in their web browsing to watch a short video than to read an article full of text. Due to this factor, visitors will spend more time on your site watching videos than they would attempting to read a long article and then clicking off the page. They get the same information more conveniently, which can put you above competitors.

3. Increases Your Rate of Shares

For the sake of convenience and speed, people often share videos on social media when they want to spread information. Shares increase your brand awareness and visibility. When other potential customers see your content and take an interest in it, they become curious and may visit your site. From there, they create conversions and boost interaction levels.

How to Implement Autoplay

The first few seconds of your video should include information about your brand that's interesting enough to hold your viewers' attention. Although autoplay ensures more people will see your video content, you also want to keep the viewer there. If they get bored within seconds of seeing your video, they won't be willing to stay and watch more of it.

Since many consumers can be reluctant about autoplay, you should introduce your ad's main objective within these initial seconds before they navigate away. This way, they will immediately know what you're offering them. For this reason, it's worth putting subtitles and text in your videos—both [for accessibility reasons](#) and for ensuring your business's message still reaches the user if you decide to mute your autoplay ads.

Autoplay can apply to various types of video marketing strategies. Popular platforms like Facebook, Instagram, and YouTube all enable you to stream live video. YouTube hosts in-stream autoplay ads, which are videos that pop up while a user is watching other video content. Snapchat, YouTube, Instagram, and Facebook all have a "Stories" format, where you can both host content on your Story through your business's social media account and include 10 to 15 second ads between other users' Stories. You can also invest in 360-degree video ads, which add a deeper level of perspective to the viewer's watching experience.

Some of the most popular types of video content include tutorials, demonstrations, and testimonials. Customers like how-to videos on things they seek to learn, and they frequently search for legitimate customer reviews on products they're considering. Testimonials are often how customers make informed decisions on whether to patronize a business.

Rather than creating one-off ads for content like how-to videos, consider developing a video series focusing on a certain subject. For example, a health brand could release a series of demonstrative workout videos that include tips on exercising. Consistent content like a video series encourages customers to regularly tune in for more information, which signals that your brand is a dependable and knowledgeable source. This way, you will establish your position as a knowledge leader within your industry and strengthen the relationship between your company and its customer base.

Due to the ever-increasing variety of video formats across social media sites, you should ensure your videos adapt to each platform's specifications and limitations. Posting the same video on every platform isn't an effective approach when there are so many differences across sites.

A horizontal video will work on Facebook, but it won't on Snapchat. Similarly, a vertical video will look fine on Twitter but not on YouTube's desktop site. The YouTube app for mobile devices can accommodate vertical video, but you should still consider if utilizing a vertical format is worth compromising the user's experience when the video is viewed on a desktop machine. Structure your video development strategy around essential elements like resolution, duration, file size, and file format—MP4, AVI, MOV, and more. Your ads must be compatible with each of your desired platform's uploading guidelines.

Types of Video Formats to Utilize for Ad Campaigns

Before you implement autoplay in your video ads, you must decide which video format(s) will work most effectively for your business. Below are a few ideas to get you started:

Live Video

Live video streaming lets viewers watch an event as it happens or see content as it's created. The advantage of live video is that many platforms with this function also have a live commenting feature where viewers can leave feedback as they're watching. You can immediately see what your audience is saying about your content through live commenting, and you can even choose to interact with them by responding to their comments. Brands that interact with their audience on such a close level have better chances of establishing strong relationships with their user base and generating leads.

Stories

If you're looking to humanize your brand and be more relatable to customers, Instagram, YouTube, and Snapchat Stories and Twitter Fleets are excellent ways to do this. Many brands use the Story feature to show the behind-the-scenes workings of their businesses. By doing this, they acquaint their viewers with the employees who make the company what it is, which facilitates a human connection between the consumer and brand.

Ideas like having an employee take over the Story for a day to bring the viewers along to an industry event or witness preparations for a celebrity interview are good for stirring up interest in a brand. These concepts are also examples of content marketing, which doesn't aim to directly sell a product or service but appeals to the audience by showing them timely and interesting content relevant to the brand. Story events are frequently promoted on social media sites other than Snapchat and Instagram so that a greater number of people will be aware and be more likely to head over to the other platform.

In-Stream Ads

Common examples of in-stream videos are the ads you see when you watch a YouTube video. These ads pop up at the beginning, in the middle, or at the end of the video and can be anywhere from six seconds to two minutes long. Many of these ads offer the option to skip after five or 10 seconds. These ads are a more effective way of ensuring people see your content because they can't be easily navigated away from like ads on a page; the viewer must sit through the ad until it's over or until it can be skipped if they want to continue watching their video. Facebook and Twitter also accommodate in-stream ads on their platforms.

If you opt for in-stream ads in your campaign, be sure to target relevant customers. For example, if your business is in the food industry—such as a bakery—aim to insert your ads

within recipe videos, cooking demonstrations, testimonials on cookware, and other videos about the culinary arts. Viewers are more likely to stay for the entirety of an ad featuring a subject relevant to their interests.

Tutorials and Demonstrations

Tutorials and demonstrations show customers how to utilize a product or a service. A company that produces home gadgets could make videos about their products and how to operate them. This type of content is especially helpful as a complementary component for an instruction manual, which customers don't always take the time to sit down and read. It's admittedly easier to go on YouTube or visit the product site and see a visual aid on how to put together a product rather than study written instructions.

Testimonials

Testimonials build customer trust in your brand. People are averse to spending their money on things that aren't proven to work. Whether you employ celebrities, social media influencers, or everyday customers for your brand promotion tactics, it's in your best interest to let potential customers know they can trust your business to handle their needs and desires. Genuine testimonials are key to winning customer trust, so ensure you utilize a sizable number of existing customers who can vouch for your brand's quality, rather than hiring a big group of actors or celebrities.

Autoplay Video Ads Can Bolster Lead Generation

After reading this article, you can easily see how autoplay is often an essential element of video production campaigns. To make autoplay video ads work for your business, however, you must always consider your audience's habits and preferences. Once you do this, you will be able to generate more leads and improve your business's rankings.